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Amendment and/or Response  
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**Amendments to the Claims:**

A clean version of the entire set of pending claims (including amendments to the claims, if any) is submitted herewith per 37 CFR 1.121(c)(3). This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1-6. (Canceled)

7. (Previously Presented) A display ~~device~~ apparatus as claimed in claim 6 10, wherein at least one of the electrodes comprises a transparent material.

8. (Previously Presented) A display ~~device~~ apparatus as claimed in claim 4 10, wherein a thickness of a layer of the photoluminescent material ranges between 10 and 100 nm.

9. (Canceled)

10. (Currently Amended) A display apparatus, comprising:  
a display device ~~as claimed in claim 4~~ having pixel elements each including,  
a photoluminescent material for emitting light when excited by a light source, and  
first and second electrodes disposed on opposite sides of the photoluminescent material from each other, the electrodes being adapted to apply a modulating voltage across the photoluminescent material; and

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~~means for controlling said excitation means; and means for controlling said modulating means in response to converting a display signal (S) applied to the display apparatus to the modulating voltage and for applying the modulating voltage to the electrodes to modulate an intensity of the light emitted by the photoluminescent material.~~

11. (Currently Amended) The display apparatus of claim 4, 10, wherein the photoluminescent material comprises one of a dye and a phosphor.

12-16. (Canceled)

17. (Currently Amended) The display apparatus of claim 2, 10, wherein the luminescent photoluminescent material comprises a Poly Phenylene Vinylene (PPV) derivative.

18. (New) The display apparatus of claim 10, wherein the electrodes are arranged in a matrix, where the first electrodes of the pixels are arranged in rows and the second electrodes of the pixels are arranged in columns.

19. (New) The display apparatus of claim 10, wherein each pixel further includes a transistor for addressing the corresponding pixel, and a hold capacitor.

20. (New) The display apparatus of claim 10, further comprising the light source.

21. (New) The display apparatus of claim 20, wherein the light source is an ultra-violet light source.

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22. (New) The display apparatus of claim 10, wherein the photoluminescent material is adapted to decrease the intensity of light which it emits in response to an increase in the modulating voltage applied across the photoluminescent material by the electrodes.

23. (New) A display apparatus, comprising:  
a display device including,  
a fluorescent layer adapted to emit light when excited by a light source, and  
first and second electrode layers structured as a matrix, wherein the first electrode layer includes a plurality of rows of electrodes and is disposed on a first side of the fluorescent layer, and the second electrode layer includes a plurality of columns of electrodes and is disposed on a second side of the fluorescent layer opposite the first side; and  
means for converting a display signal to a modulating voltage and for applying the modulating voltage to the electrodes to modulate an intensity of the light emitted by the fluorescent layer.

24. (New) The display apparatus of claim 23, wherein the matrix defines a plurality of pixels and each pixel includes a transistor for addressing the corresponding pixel, and a hold capacitor.

25. (New) The display apparatus of claim 25, further comprising the light source.

26. (New) The display apparatus of claim 25, wherein the light source is an ultra-violet light source.

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27. (New) The display apparatus of claim 23, wherein the fluorescent material comprises a Poly Phenylene Vinylene (PPV) derivative.

28. (New) The display apparatus of claim 23, wherein the fluorescent material comprises one of a dye and a phosphor.

29. (New) The display apparatus of claim 23, wherein the fluorescent layer is adapted to decrease the intensity of light which it emits in response to an increase in the modulating voltage applied across the fluorescent layer by the electrodes.

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